



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

Contract / Revision	Alt Order #
572113 /	
Product	
Matheson for Congress 2012	
Contract Dates	Estimate #
09/04/12 - 09/09/12	11756
Advertiser	Original Date / Revision
Matheson/D/Congress	08/30/12 / 09/14/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KSTU	Kent Carbon
Sales Office	
Salt Lake City	
Special Handling	
Demographic	
Adults 25-54	
IDB#	Advertiser Code
	Product Code
Agency Ref	Advertiser Ref

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
1	13	09/04/12	09/09/12	M-F 5a-530a	5a-530a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	---	T---				1	\$175.00			
E	2	13	09/04/12	09/09/12	M-F 530a-6a	530a-6a		:30		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	-	1111--				4	\$175.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>
	1	13	09/03/12-09/09/12	M-F 530a-6a	530a-6a			-TuwThF---	:30	\$175.00	NM	
	Credited											
E	3	13	09/04/12	09/09/12	M-F 6a-7a	6a-7a		:30		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	-	T----				1	\$375.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>
	1	13	09/03/12-09/09/12	M-F 6a-7a	6a-7a			-Tu-----	:30	\$375.00	NM	
	Credited											
E	4	13	09/04/12	09/09/12	M-F 7a-8a	7a-8a		:30		NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	-	1111--				4	\$375.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>
	1	13	09/03/12-09/09/12	M-F 7a-8a	7a-8a			-TuwThF----	:30	\$375.00	NM	
	Credited											
E	5	13	09/04/12	09/09/12	M-F 8a-9a	8a-9a		:30		NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	-	1111--				4	\$300.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>
	1	13	09/03/12-09/09/12	M-F 8a-9a	8a-9a			-TuwThF----	:30	\$300.00	NM	
	Credited											
6	13	09/04/12	09/09/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	---	1-				1	\$325.00			
7	13	09/04/12	09/09/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/03/12	09/09/12	---	1-				1	\$325.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Client: Matheson for Congress 2012

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

KSTU-TV

Program Name	DP	Length	Days	Tue Sep 04							Wed Sep 05							Thu Sep 06							Fri Sep 07							Sat Sep 08							Total
				Tue	Wed	Thu	Fri	Sat	Sun		Tue	Wed	Thu	Fri	Sat	Sun		Tue	Wed	Thu	Fri	Sat	Sun		Tue	Wed	Thu	Fri	Sat	Sun									
KSTU 5a News	EM	M-F																														1							
5:00 AM - 5:30 AM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																4							
KSTU 5:30a News	EM	M-F																																					
5:30 AM - 6:00 AM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
KSTU 6a News	EM	M-F																															1						
6:00 AM - 7:00 AM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
KSTU 7a News	EM	M-F																															4						
7:00 AM - 8:00 AM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
Sunday 7a News	EM	Su																														1							
7:00 AM - 9:00 AM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
Saturday 7a News	EM	Sa																															1						
7:00 AM - 9:00 AM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
KSTU 8a News	EM	M-F																															4						
8:00 AM - 9:00 AM		30																																					
KSTU 11a News	DT	M-F																																2					
11:00 AM - 12:00 PM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
Judge Judy	EF	M-F																																6					
3:00 PM - 4:00 PM		30																																					
KSTU 5:30p News	EN	M-F																																2					
5:30 PM - 6:00 PM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
KSTU 9p News	LN	M-F																																2					
9:00 PM - 10:00 PM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
Saturday 9p News	LN	Sa																																1					
9:00 PM - 10:00 PM		30																																					
Sold out at LUR per KSTU. Move to L2 to clear.																																							
Sunday 9p News	LN	Su																																1					
9:00 PM - 10:00 PM		30																																					

KSTU-TV

Kent Carbon

5020 Amelia Earhart Dr Salt Lake City UT

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Station Buy Detail
Salt Lake City, TV

Est ID: 11756

Client: Matheson for Congress 2012

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

KSTU-TV

Program Name	DP	Length	Days	Sep							Total
				Tue	Wed	Thu	Fri	Sat	Sun		
Station Totals				\$11,750.00	7	6	6	7	2	2	30
Station Net											
				\$9,987.50							

KSTU-TV

Kent Carbon

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

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Client: Matheson for Congress 2012**Flight Dates:** Monday, September 10, 2012 to Sunday, September 16, 2012**KSTU-TV**

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep							
KSTU 5:30a News	EM	M-F	\$250.00	1	1		1	1			4
5:30 AM - 6:00 AM		30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 7a News	EM	M-F	\$475.00	1	1	1	1	1			5
7:00 AM - 8:00 AM		30	\$2,375.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Saturday 7a News	EM	Sa	\$425.00						1		1
7:00 AM - 9:00 AM		30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Sunday 7a News	EM	Su	\$425.00						1		1
7:00 AM - 9:00 AM		30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 8a News	EM	M-F	\$475.00	1	1	1	1	1			5
8:00 AM - 9:00 AM		30	\$2,375.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Saturday 9p News	LN	Sa	\$1,000.00						1		1
9:00 PM - 10:00 PM		30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Station Totals			\$7,600.00	3	3	2	3	3	2	1	17
Station Net			\$6,460.00								

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